

## REMARKS

The foregoing amendments and the following remarks are responsive to the Office Action mailed September 9, 1998. Applicants respectfully request reconsideration of the present application.

Claims 1-19 are pending in the present application.

Claims 1, 3-4, 6-9, 11-12, 14 and 16-19 are rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 5,589,892 of Knee et al. ("Knee").

Claims 2, 10 and 15 are rejected under 35 U.S.C. §103(a) as being unpatentable over Knee in view of U.S. Patent No. 5,778,181 of Hidary et al. ("Hidary").

Claims 5 and 13 are rejected under 35 U.S.C. §103(a) as being unpatentable over Knee et al. ('892) in view of U.S. Patent No. 5,745,710 of Clanton, III et al. ("Clanton").

Claims 9-13 and 17-19 have been cancelled. New claims 20-30 have been added. Support for new claims 20-30 is found in pages 5-17 of the specification, Figures 1-7 of the drawings, and in claims 1-19 as originally filed. No new matter has been added.

Claims 1-19 have been rejected under 35 U.S.C. §102(e) and §103(a) in view of Knee, Hidary, and Clanton. Specifically, the Examiner states that

Knee et al. ('892) teaches, as claimed in claims 1, 4, 9, 11-12, 14, and 17 of applicant's invention, a system having a processor, a storage memory, a first multimedia identifier that is selectable to deliver entertainment system data stored at a first location relating to an entertainment selection [a microcontroller, a storage memory, a first plurality of icons, such as asterisk/star and "I", that are selectable to deliver added-value services and on demand information from online that are specially related to programming to be displayed, see Knee et al. ('892), col 34, lines 12-35; col 36, line 62-col. 40, line 41, col. 42, lines 33-50; FIG.s 1 and 58]; and a second multimedia identifier that is selectable to deliver entertainment system data stored at a second at a second location relating to the entertainment selection [a second plurality of icons, such as identifying icons and

category icons, that are selectable to deliver electronic program guide information stored in memory of a client station relating to programming to be displayed, see e.g. Knee et al. ('892), col. 17, line 25-col. 18, line 15; col. 19, lines 12-63; col. 33, lines 23-32; FIG.s 6, and 19]

(9/9/98 Office Action, pp. 2-3).

Applicants submit that Knee, Hidary, and Clanton do not render claims 1-30 unpatentable under 35 U.S.C. §102(e) and §103(a).

Knee discloses an electronic program schedule system with access to both stored television program schedule information and data feeds containing status information for live programs such as sporting events. The system includes a data processor for receiving program schedule information for a plurality of programs and data feeds containing status information for certain of the programs, and a video display generator for generating a display signal simultaneously comprising information from both the stored schedule information and the received data feed. The system is further provided with user control means such as a remote controller for generating user control commands and transmitting signals to the data processor in response thereto so as to control the content of the display signal. The display signal may be displayed on a display apparatus such as a television receiver. In addition, the program schedule system of the present invention utilizes category-specific user interfaces providing access to multiple services including television programs, received data feeds, home shopping services, and video games as well as the stored program schedule information (see Knee Abstract).

Hidary discloses a system for integrating video programming with the vast information resources of the Internet. A computer based system receives a video program with embedded uniform resource locators (URLs). The URLs, the effective addresses of locations or Web sites on the Internet, are interpreted by the system and direct the system

to the Web site locations to retrieve related Web pages. Upon receipt of the Web pages by the system, the Web pages are synchronized to the video content for display. The video program signal can be displayed on a video window on a conventional personal computer screen. The actual retrieved Web pages are time stamped to also be displayed, on another portion of the display screen, when predetermined related video content is displayed in the video window (see Hidary Abstract).

Clanton discloses an improved graphical user interface for displaying and selecting video programs, such as video on demand, includes a video on demand server coupled to a communication medium. A plurality of settop box receivers are coupled to the communication medium for receiving digitized programming in the form of movies and the like from the video on demand server. The settop box includes a central processing unit (CPU) coupled to a memory and other electronic modules. The CPU generates and displays the present invention's graphical user interface on the subscriber's television. The graphical user interface is based upon a metaphor in which a world of spaces are organized as part of a studio back lot through which a user may navigate. The back lot includes a Poster wall which presents to the user a series of movie posters representing available selections. When a user touches a Poster on a touch sensitive screen on the television, the CPU generates an animation which displays the Poster coming off of the wall and appearing in the foreground on the screen. If a subscriber selects the Poster to view a feature presentation, the video on demand server downloads the selected video which is displayed on the television. The interface of the present invention further includes Extras which appear in animated form on the interface and move freely between spaces within the studio back lot metaphor. If a user selects an

Extra, the Extra is transformed into a movie poster or advertisement. The user may then select the Poster and view the feature presentation (see Clanton Abstract).

Applicants submit that Knee, Hidary, and Clanton do not teach or suggest a graphical user interface that includes a first multimedia identifier that is selectable to deliver entertainment system data stored at a first location relating to an entertainment selection and a second multimedia identifier that is selectable to deliver entertainment system data stored at a second location relating to the entertainment selection.

On the contrary, Knee discloses a graphical user interface with non-selectable icons. For example, Knee discloses a lower case "i" icon that appears in connection with certain program listings. When this icon appears, the user can view additional programming information by depressing an "i" key 48 on a remote control . The "i" key 48 that must be depressed to deliver additional programming information is on the remote control 40 (see Knee col. 20, lines 3-19, and Figures 20 and 4). The "i" key 48 is not a multimedia identifier on the graphical user interface. Similarly, Knee discloses a star icon 401 that may be used to indicate when more than one product or service associated with a program is available. A star key 42 on the remote control 40 must be depressed in order to order products and services (see col. 37, lines 2-17, col. 51-66, col. 40-49, and Figures 4 and 43a-b). The star key 42 also is not a multimedia identifier on the graphical user interface.

Hidary only discloses a video programming system and method for incorporating and displaying retrieved integrated internet information segments. Hidary does not teach or suggest a graphical user interface that includes a first multimedia identifier that is selectable to deliver entertainment system data stored at a first location relating to an entertainment selection and a second multimedia identifier that is selectable to deliver

entertainment system data stored at a second location relating to the entertainment selection.

Clanton only discloses a graphical user interface for selection of audiovisual programming. Clanton does not teach or suggest a graphical user interface that includes a first multimedia identifier that is selectable to deliver entertainment system data stored at a first location relating to an entertainment selection and a second multimedia identifier that is selectable to deliver entertainment system data stored at a second location relating to the entertainment selection.

In contrast, claim 1 states

A graphical user interface (GUI) for displaying entertainment system data, comprising:  
a first multimedia identifier that is selectable to deliver  
entertainment system data stored at a first location relating to an entertainment selection; and  
a second multimedia identifier that is selectable to  
deliver entertainment system data stored at a second location relating to the entertainment selection.

(Claim 1) (Emphasis added). Claims 14, 20, and 28 include similar limitations.

Furthermore, applicants submit that Knee, Hidary, and Clanton do not teach or suggest a first multimedia identifier on a first screen of a graphical user interface that is selectable to deliver entertainment system data stored at a first location relating to an entertainment selection and a second multimedia identifier on the first screen of the graphical user interface that is selectable to deliver entertainment system data stored at a second location relating to the entertainment system data.

In contrast, new claim 20 states

A graphical user interface (GUI) for displaying entertainment system data, comprising:

a first multimedia identifier on a first screen of the GUI  
that is selectable to deliver entertainment system data stored  
at a first location relating to an entertainment selection; and  
a second multimedia identifier on the first screen of the  
GUI that is selectable to deliver entertainment system data  
stored at a second location relating to the entertainment  
selection.

(New Claim 20) (Emphasis added). New claim 28 includes similar limitations.

Given that claims 2-8, 15-16, 21-27, and 29-30 are dependent on claims 1, 14, 20, and 28, it is submitted that claims 2-8, 15-16, 21-27, and 29-30 are also patentable under 35 U.S.C. §102(e) and §103(a) in view of Knee, Hidary, and Clanton.

In view of the amendments and arguments set forth herein, it is respectfully submitted that the applicable objections and rejections have been overcome. Accordingly, it is respectfully submitted that claims 1-8, 14-16, 20-30 should be found in condition for allowance.

If there are any additional charges, please charge them to our Deposit Account No. 02-2666.

Respectfully submitted,

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